

What is claimed:

1. A computer implemented method of processing content to determine whether the content includes attributes that inhibit desired indexing by a search engine, comprising:
  - receiving at least one key word;
  - analyzing information in a content page to
    - determine whether the key word is used in one of a predetermined plurality of ways in the information, such that the search engine will index the content page in a desired way, based on the key word; and
  - generating a report indicative of whether the key word is used in the predefined plurality of ways.
2. The computer implemented method of claim 1 wherein analyzing comprises:
  - determining whether the key word is used in such a way that the search engine will determine that the key word is related to the content page
3. The computer implemented method of claim 1 wherein analyzing information in a content page comprises:
  - analyzing the information to identify whether the key word is used in the information in such a way as to cause the search engine to

determine that the key word is related to the content page at a threshold level.

4. The computer implemented method of claim 3 wherein analyzing the information in the content page comprises:

analyzing the information to identify one or more of the predetermined ways that the key word can be used in the information to cause the search engine to determine that the key word is related to the content page at an increased level.

5. The computer implemented method of claim 2 wherein generating a report comprises:

generating suggested information manipulations for the information on the content page based on one or more predetermined ways the key word can be used.

6. The computer implemented method of claim 1 wherein analyzing comprises:

accessing rules regarding how key words are used in the predetermined plurality of ways; and applying the rules to information on the content page.

7. The computer implemented method of claim 1 wherein receiving at least one key word comprises:

receiving a plurality of key words.

8. The computer implemented method of claim 7 wherein analyzing comprises:

analyzing the information in the content page to determine whether each of the plurality of key words is used in one of a predetermined plurality of ways in the information, such that the search engine will determine that each of the plurality of key words is related to the content page

9. The computer implemented method of claim 8 wherein generating a report comprises:

generating the report indicative of whether each of the plurality of key words is used in the predefined plurality of ways.

10. The computer implemented method of claim 1 and further comprising:

analyzing format information on the content page to determine whether the content page is formatted properly for the search engine.

11. The computer implemented method of claim 1 and further comprising:

analyzing a content site that corresponds to a plurality of content pages to determine whether the content site includes information that will inhibit desired operation of the search engine.

12. The computer implemented method of claim 1 wherein receiving the key word comprises:
  - receiving an initial set of key words from the user.
13. The computer implemented method of claim 12 wherein receiving the key word comprises:
  - accessing at least one search engine to identify alternative key words based on the initial set of key words.
14. The computer implemented method of claim 13 wherein receiving the key word comprises:
  - receiving a user selection of a first subset of the initial set of key words.
15. The computer implemented method of claim 14 wherein receiving the key word comprises:
  - ranking the first subset of key words based on a statistical effectiveness measure indicative of how effective the key words in the first subset are in uniquely identifying the content page as against other content pages accessible through the network.
16. The computer implemented method of claim 15 wherein receiving the key word comprises:

receiving a user selection of a second subset of  
the key words from the ranked first subset.

17. The computer implemented method of claim 16  
wherein receiving the key word comprises:

receiving a user indication of a primary key  
word in the second subset.

18. The computer implemented method of claim 17  
wherein analyzing comprises:

accessing a set of rules for application to the  
information on the content page; and  
applying the rules to the information for each  
of the second subset of key words, based on  
the user indication of the primary key  
word.

19. A system for determining whether a content page  
includes attributes that will inhibit desired  
indexing by a search engine, comprising:

a rule store storing rules used to identify the  
attributes;

a keyword generator configured to receive an  
initial keyword as a user input and access  
search engine information and provide one  
or more additional keywords; and

a crawler configured to identify the attributes  
in the content page based on the one or  
more additional keywords and the rules.

20. The system of claim 19 wherein the crawler is configured to identify the attributes based on the initial keywords.

21. The system of claim 19 and further comprising:  
a report component configured to generate a  
report indicative of the attributes.

22. The system of claim 21 wherein the report component is configured to output suggested manipulations to eliminate the attributes.

23. The system of claim 22 wherein the report component is configured to determine whether selected ones of the one or more additional keywords are used in such a way that the search engine will determine that the selected keywords are related to the content page.

24. The system of claim 21 wherein the report component is configured to access rules regarding how a keyword is used in such a way that the search engine will determine that the content page is related to the keyword, and to apply the rules to information on the content page.

25. The system of claim 21 wherein the one or more additional keywords comprise a plurality of additional keywords, and wherein the report component is configured to analyze information in the content

page to determine whether each of the plurality of additional keywords is used in one of a predetermined plurality of ways in the information, such that the search engine will determine that each of the plurality of additional keywords is related to the content page

26. The system of claim 25 wherein the report component is configured to generate the report indicative of whether each of the plurality of additional keywords is used in the predefined plurality of ways.

27. The system of claim 21 wherein the report component is configured to analyze format information on the content page to determine whether the content page is formatted properly for the search engine.

28. The system of claim 21 wherein the keyword generator is configured to access at least one search engine, based on the user input initial keyword and to identify an initial set of keywords based on the user input initial keyword and the search engine information.

29. The system of claim 28 wherein the keyword generator is configured to receive a user selection of a first subset of the initial set of keywords.

30. The system of claim 29 wherein the keyword generator is configured to rank the first subset of keywords based on a statistical effectiveness measure indicative of how effective the keywords in the first subset are in uniquely identifying the content page as against other content pages accessible through a network.

31. The system of claim 30 wherein the keyword generator is configured to receive a user selection of a second subset of the key words from the ranked first subset.

32. The system of claim 31 wherein the keyword generator is configured to receive a user indication of a primary key word in the second subset.

33. The system of claim 32 the report component is configured to access a set of rules for application to the information on the content page, and apply the rules to the information for each of the second subset of key words, based on the user indication of the primary key word.